

**MINUTES OF THE REGULAR MEETING OF THE
TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD
January 31, 2002**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 1:00 p.m., EST, in the 2nd Floor Conference Room of the ISTA Building, 150 W. Market Street.

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Mohammad Torabi, Ph.D.
Frank Kenny
Richard Huber, MD
James Jones
Peggy Voelz
Robbie Barkley
Patricia Hart
Richard Feldman, M.D.
Stephen Jay, MD
Alice Weathers
Matt Steward for Steve Carter (Ex-Officio)
Janet Corson, for John Hamilton (Ex-Officio)
Allen Snell, M.D. – By phone

The following Advisory Board members were present for all or part of the meeting:

Cecilia Williams
Olga Villa Parra
Heather McCarthy

The following Executive and Advisory Board members were not in attendance:

Robert Keen, PhD
Michael Blood, MD
J. Michael Meyer
Steve Simpson, M.D.
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Arden Christen, DDS (Advisory Board)
Diana Swanson, NP (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)

Kate Taylor (Advisory Board)
Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)
Kay Wheeler (Advisory Board)

Agency staff in attendance:

J.D. Lux, Deputy Director & General Counsel
Anita Gaillard, Director of Community Programs
Celesta Bates, Finance Officer
Miranda Spitznagle, Director of Program Evaluations
Becky Haywood, Administrative Assistant

Others in attendance:

Harry Davis, MZD Advertising
Margaret Davidson, MZD Advertising
Darla Shields, MZD Advertising
Jill Richardson, MZD Advertising
Erin Hart, The Nixon Group
Bruce Bryant, Promotus Advertising
Dr. Rick Markoff, American Red Cross of Greater Indpls.
Mitz Hurst, Martin University
Derek Sublette, Baker & Daniels
Terry Zollinger, Bowen Research Center
Gurinder Hohl, Marion Co. Health Dept
Jack Halloran, American Cancer Society
Judy Stewart, American Cancer Society
Patrick Tamm, Livengood & Associates
Mark Branch, Indianapolis Boys & Girls Clubs
Lillian Henegar, Drug Free Indiana
Kim Mannweiler, The Sanders Group
Larry Laswell, Center for Education Research
Penny Davis, Indiana State Excise Police
Debi Hudson, IU Nicotine Dependence Program
Phyllis A Carr, Martin University
Charlie Hiltunen, ACS, AHA, IMHC

Mr. Farris called for approval of the minutes of the December meeting. The minutes were approved with no corrections. Motion to approve minutes was made by Dr. Huber, Seconded by Dr. Torabi. Motion approved.

Mrs. Bates gave financial report for the month of December 2001. Motion to approve report as given made by Dr. Jay, Seconded by Mrs. Barkley. Motion approved.

Mr. Farris presented a proposal for \$220,000 to sponsor the Summer Celebration at the Indiana Black Expo in July, 2002. A meeting was held with Rev. Charles Williams, President & CEO of the Indiana Black Expo, regarding ITPC's policy to not grant dollars to organizations that accept tobacco industry funding. IBE is interested in becoming a tobacco-free event, with financial support from ITPC. IBE was very excited about the potential to make this a statewide effort.

Several ITPC board members noted that this initiative could receive national attention. Mr. Kenny asked if this sponsorship would be in addition to any other grants IBE chapters might receive. Mr. Farris answered yes. Dr. Jay stated that this is a marvelous asset for ITPC. The question was asked as to how this sponsorship fits in with our total budget. Mr. Farris explained that the funds would be covered under the ITPC sponsorship budget. It would not come out of funds designated for community-based grant dollars. Dr. Wilson stated that we should also help IBE find future replacements dollars. Dr. Feldman asked how we make sure we don't let tobacco dollars filter in other ways and requested that this be clarified. Mr. Steward asked if the IBE sponsorship impacts the money going out to local minority organizations. Mr. Farris said it does not. Dr. Jay said there could be a ripple effect from other entities in our state that also receive tobacco industry money. Mr. Farris said that would be great news to have more entities interested in divesting. Mrs. Villa Parra said this represents a great benefit to the Latino Community. Dr. Huber asked what this means for ITPC advertising. Mr. Bryant from Promotus Advertising said they have put together a comprehensive program that goes beyond the summer celebration. We would publicly announce that IBE has gone tobacco free and they no longer accept tobacco dollars. We would incorporate our message under their banner. Several promotions have been planned. The standard message would be IBE/ITPC Tobacco Free. This is a first. They are the largest organization of their kind in the country. Mr. Steward asked about renegotiations with the second year contingent upon the happenings of the first year.

A motion was made to sponsor Indiana Black Expo for the next two years at \$220,000 per year made by Mr. Kenny, seconded by Dr. Jay. Motion approved. Additional language will be added to the contract that enhances the intent.

Review Committee Reports:

A report on the Local Community Partnership grants was given by Mrs. Gaillard. There are four counties recommended for approval and ten counties recommended for approval with modifications. Note: Those approved with modifications need minor changes. Any counties that are in need of major revision go back to the review team.

Local Community Grants Recommended for Approval:

- ❖ Crawford – Crawford County Youth Service Bureau
- ❖ Fulton – Fulton County Health Department
- ❖ Monroe – Bloomington Hospital and Health Care Systems
- ❖ Vigo – C.H.A.N.C.E.S. for Indiana Youth

Local Community Grants Recommended for Approval with Modifications:

- ❖ Decatur – Decatur County Community Action Coalition
- ❖ Greene – Greene Co. Home Health Care of Greene Co. General Hospital
- ❖ Hendricks – Hendricks County Health Department
- ❖ Jackson – Jackson County Drug-Free Council, Inc.
- ❖ LaPorte – Healthy Communities of LaPorte County/United Way
- ❖ Ohio – Rising Sun Community Foundation in Cooperation with LCC
- ❖ Ripley – Ripley County Health Department
- ❖ Rush – Rush County Schools / Local Coordinating Council
- ❖ Sullivan – C.H.A.N.C.E.S. For Indiana Youth

Motion to approve report as given made by Dr. Jay, seconded by Dr. Torabi.

Motion approved.

A report on Local Minority Partnership grants was given by Mrs. Gaillard. There are five minority grants recommended for approval and three minority grants recommended for approval with modifications.

Minority Grants Recommended for Approval:

- ❖ Bartholomew – Proyecto Salud Action Team
- ❖ Marion – Indianapolis Chapter of Indiana Black Expo
- ❖ Marion – Universal Behavioral Services Community Mental Health Center
- ❖ Marion – Martin University
- ❖ Marion – Parents for Affordable Child Care

Minority Grants Recommended for Approval with Modifications:

- ❖ Howard – New Perspective Minority Health Coalition of Howard Co., Inc.
- ❖ Delaware – Future Choices, Inc.
- ❖ Marion – Minority Health Coalition of Marion County

Motion to approve the report as given made by Dr. Torabi, seconded by Dr. Jay.

Motion approved.

An update on the Statewide, Regional and Pilot Programs was given. The applications were due December 28, 2001. The first review team meeting met for two days in January and reviewed thirty-seven applications. At the end of the second day the review team had made significant progress but could not bring final funding recommendations before the board for approval. Another review team meeting has been scheduled prior to the March board meeting. Mrs. Voelz said these applications were overwhelming – great proposals with exciting projects.

Evaluation Committee Report:

Dr. Jay provided a report from the Evaluation Committee Meeting. There were no action items to bring to the Board.

MZD Report:

MZD and The Nixon Group gave a report. MZD is busy working with The Nixon Group on youth marketing and Promotus on minority marketing. Ms. Davidson said that beginning in September Mr. Bryant (Promotus) and others went around the state to meet with local minority community leaders. We have commercials running on African American stations along with one Hispanic spot. Ms. Hart reported that the work The Nixon Group does with the news media around the state is ongoing. Handouts of recent coverage were provided.

Legislative Update:

Mrs. Sneegas and Mr. Lux gave an update on HB 1004. Mrs. Sneegas testified before the House Ways and Means Committee in support of raising the cigarette tax. Tax increase may be 39.5 cents– that's still a sign. Mr. Lux is watching how the tobacco settlement funds are being analyzed. To date the ITPC appropriation has not changed. Mr. Lux noted that the House plan would take the first \$90 million each year from the master tobacco settlement, which would go into the general fund. The Agency provided copies of our budget to the State Budget Agency. We have also provided information on funding decisions and upcoming contracts. Mr. Steward stated that the master tobacco settlement fund amount relies on the sales of tobacco. Mr. Lux said that ITPC is keeping a close eye on the legislation. If cigarette tax increase doesn't pass the House of Representatives it may not happen this session. Dr. Feldman stated that taking \$90 million from the master tobacco settlement plan is setting a bad precedent. We need to make sure that we try to do everything in our power to keep that from happening.

Mrs. Sneegas noted the following:

- ❖ Black Legislative Breakfast
- ❖ We have three positions open
- ❖ We are meeting on Feb. 28th to continue to review statewide proposals
- ❖ Statewide training is in process – first workshops will be held in March
- ❖ The website continues to be updated

Motion to adjourn meeting made by Ms. Corson, seconded by Dr. Huber. Motion approved.